



Abstract

A method for cross marketing between companies. A first company conditions the grant of a discount for a second product at a second company on a purchase of a first product at the first company. The second company offers the second product for sale and stands ready to accept the discount on this second product as granted by the first company. The consumer may be notified of the discount. A credit may be deposited into an account of the consumer as an amount of property, a percentage of revenue, money, or some combination. Cumulative discounts may be aggregated on the purchase of a second product. A credit to an account benefitting the second company may be made in compensation for accepting the discount. The method may be used by departments within a company.

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